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UNITED STATES  
DEPARTMENT OF AGRICULTURE  
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BOOK NUMBER

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VISUAL AIDS EQUIPMENT\*

Display Backgrounds

1. Pegboard

Tylac Company  
Monticello, Illinois

Pegboard, smooth both sides, unfinished, prime coated and painted. Unfinished, 14 cents sq. ft. Primed one side, 19 cents sq. ft. Flat one side, 20 cents sq. ft. Glossy one side, 23 cents sq. ft.

2. Pegboard

The De Galan Co.  
1095 Beaufait  
Detroit 7, Michigan

Peg-O-Panel perforated with 3/16" holes on 1" centers, (educational discount of 20%). Blond, 20 cents sq. ft. Wood grained, 45 cents sq. ft. Duolux (brown), 25 cents sq. ft.

3. Pegboard Fixtures

The De Galan Co.  
1095 Beaufait  
Detroit 7, Michigan

Wide variety of fixtures for perforated panels. Write for catalog.

4. Scenery

Garrison-Wagner Co.  
2018 Washington Ave.  
St. Louis 3, Missouri

Complete line of window-display materials. Good source of seasonal backgrounds, such as Christmas, Thanksgiving, Easter, fall and spring landscapes, etc. Send for catalog.

5. Prefab Exhibit Panel

Gibraltar Corrugated Paper Co., Inc.  
8101 Tonnelle Ave.  
North Bergen, New Jersey

A cardboard all-purpose display setting 7'4" high and 13'4" wide, wings adjustable to width of 6'8", weight of 33 pounds including packing case, can be set up in 20 minutes, light blue color. \$35.00 each.

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\* The information contained herein is supplied with the understanding that no discrimination is intended and no endorsement by the Department is implied.

6. Display Paper

The Ajax Box Co.  
2210 South Union Ave.  
Chicago 16, Illinois

Win-Do-Wave (waffle pattern), heavy paper for display purposes. Will not crush like corrugated paper. Comes in variety of colors. Distributor's price, about \$2.50 for a 47 1/2" x 25' roll.

7. Seamless Paper

Butler Company  
223 West Monroe Street  
Chicago 6, Illinois

Plain and textured seamless papers in rolls 108" wide. Write for prices and colors.

Motion Devices

8. Pumps

Easy Industries  
162 North Clinton Street  
Chicago 6, Illinois

Small pumps suitable for circulating milk, water, and other fluids for exhibit purposes. Unit with motor, \$9.00 and up.

9. Mystery Motion Display

Brevel Products Corp.  
214 Sullivan Street  
New York 12, New York

Has platform 5" x 10" and total height of 3 5/8 inches, weight capacity of 10 pounds, causes article to have random motion. \$29.50.

10. Exhibit Motor

Stevenson Manufacturing Co.  
La Porte, Indiana

Small universal motor that will not burn out when stalled. Four shaft AC 50 and 6 RPM model with gear assembly gives one 50 RPM shaft, one 6 RPM shaft, one oscillating shaft, and one that stops four times each minute. Clockwise or counter-clockwise motion. About \$12.00 with gear adaptor.

11. Midget Reversing Turntable

Gale Dorothea Mechanisms  
81-01 Broadway  
Elmhurst, L. I., New York



A small 6" diameter turntable that runs in vertical or horizontal position, one-pound capacity, stop pins regulate amount of rotation before turntable automatically reverses, use to open and close book, move hand or eyes, etc. \$9.95.

12. Electric Turntable

Birk Manufacturing Co.  
Niantic 3, Connecticut

Inexpensive turntable with 25-pound capacity, 9 1/4" diameter, clockwise motion, 2 1/2 RPM, height 2 1/2". \$7.00 for 1-9 and \$4.63 for 10-100.

13. Turntable - Rotating Electric Outlet

Brevel Products Corp.  
214 Sullivan Street  
New York 12, New York

Electric turntable with outlet that rotates, capacities from 25 pounds to 250 pounds. Priced from \$14.85 to \$44.80.

14. Battery-Powered Turntable

Brevel Products Corp.  
214 Sullivan Street  
New York 12, New York

Turntable powered by two flashlight batteries, will run months on one set of batteries, maximum weight capacity 6 1/2 pounds, height 3", disc diameters of 8 1/2" and 12", 4 RPM. About \$10.00.

15. Roto-Sign

Russell Brett Co.  
6432 Cass Ave.  
Detroit 2, Michigan

Continuous flipping of ten sheets of paper, 10 1/2 x 15", both sides of paper may be used for copy, sheets easily replaced. \$24.95.

16. Flashers

Reynolds Electric Co.  
3000 River Road  
River Grove, Illinois

Flashers of all kinds - socket, receptable, extension cord, multiple circuit, etc. Write for specifications and prices.

Lights

17. Clamp-On Light

Marks Manufacturing Co.  
700 North Carpenter St.  
Chicago, Illinois

Clamp-on gooseneck light that will hold up to 100-watt bulb, gooseneck about 12" long to permit angling light back on display, chalkboard, or flannelgraph surface; brass, green, red, and chartreuse. \$4.95.

18. Twinkling Lights

Noel Manufacturing Co.  
25 East 4th Street  
New York 3, New York

Streamers of ten or twelve lights that have individual flasher units to give twinkling effect, clear or colored candelabra bulbs. About \$4.50.

19. Lamp Holder

Penetray Co.  
Toledo 5, Ohio, or most drug stores

Swivel lamp holder that permits 360-degree adjustment of 75-watt or 150-watt flood or spot lamps. Holder will sit on base, clamp over table or exhibit panel, or hang from nail. About \$3.00.

Exhibit Materials

20. Float materials

W. A. Fread Decorating Co., Inc.  
Terre Haute, Indiana

Float designs and materials. Write for price list.

21. Exhibits Plastics

Ben Walters, Inc.  
156 7th Ave.  
New York 11, New York

Cold-setting plastics, fiberglass cloth, celastic, and styrofoam for model-making, etc. Write for prices and specifications.

22. Air-Lite

Grace Letter Co.  
Display Material Division  
77 Fifth Ave.  
New York 3, New York

A cotton-like material that can be bent, folded, and crushed and that springs back to shape. Soft and light and can be cut with scissors or cutawl. Sheets 3' x 8' in thicknesses of 1/2", 1", and 2". Priced at \$2.45, \$3.95, and \$6.95 a sheet.



23. Food Models

The Imitation Food Display Co.  
107 Lawrence Street  
Brooklyn 1, New York

Wax food models handmade and hand-painted with oil colors, very realistic, meats, fruits and vegetables, dairy products, bakery goods, etc. Blue plates, \$2.50; round steak, \$3.50, etc.

24. Colored Burlap

Deburco  
9 Market Street  
Paterson, New Jersey

Reversible burlap in variety of colors, sunfast. 40" width. 79 cents a yard in quantities of 5-10 yards; 54" width, 99 cents.

25. Vinylite

Plastic Binding Corp.  
732 Sherman Street  
Chicago 5, Illinois

Rigid plastic sheets, 20" x 50", in thicknesses of .010 to .030. Priced from \$1.20 to \$2.72. Samples on request.

26. Spray Enamel

Champion Bronze Powder & Paint Co., Inc.  
2526 W. Van Buren Street  
Chicago 12, Illinois

Comes in enamels, lacquers, plastics, wet-pruf, snow, and gloss and flat paints. Complete with spray heads. About \$1.25 each or \$13.25 in case lots of 12.

27. Mitten Letters

Garrison-Wagner Co.  
2018 Washington Ave.  
St. Louis 3, Missouri

White plastic letters in variety of sizes and styles, pin-on, glue-on, or base track mounting. 11¢ to 43¢ each.

28. Cut-Out Letters

Harlan Fabrics Corp.  
30 North Wells Street  
Chicago 6, Illinois

Gummed cork letters in sizes from 3/16 inch to 4 inches. Priced from \$2.50 to \$36.00 per hundred.

29. Cut-Out Letters

Josarah Enterprise  
217 West Illinois St.  
Chicago 10, Illinois

Wooden and plastic letters in variety of types and sizes, 1/4" birch plywood, 13 to 22 cents each, etc.

30. Cut-Out Letters

The Upson Company  
Cut-Out Letter Alphabet Division  
Lockport, New York

Upson Board cut-out letters in variety of styles and sizes. Assortment of 120 letters, 3 1/2", \$4.25; 5", \$6.25; and 8", \$8.25.

Presentation Materials

31. Flannel

Sears Roebuck & Co.

Heavy sport-grade cotton flannel suitable for flannelgraphs, available in dark colors. About 59 cents a yard.

32. Suede Paper

Chicago Paper Co.  
801 S. Wells St.  
Chicago 7, Illinois

Suede velour paper in rolls 27 inches wide by 140 yards long. Variety of colors, ideal for flannelgraph cut-outs. \$19.50 a roll.

33. Flannelgraph

Self Teaching Aids  
9819 South Normandie Ave.  
Los Angeles, California

Flannaroll constructed to roll up like a screen, backed by small wooden slats. 24" x 34" size, \$18.75; 32" x 46" size, \$27.50.

34. Flocked Poston

Poster Products, Inc.  
3401 W. Division St.  
Chicago 51, Illinois

Comes in 24" x 40" sheets in dark blue. \$2.00 a sheet.

35. Flok-Tite

Florez, Inc.  
815 Bates Street  
Detroit 26, Michigan

A nylon fiber flocking with pressure-sensitive gummed backing. Twelve 12" x 12", \$5.00.

36. Armorply Chalkboard

United States Plywood Corp.  
55 West 44th Street  
New York 36, New York

A porcelain-on-steel face that serves as a chalkboard and magnetic board. Faced on both sides with steel, so is somewhat heavy and expensive for portable use. Write for prices.

37. Magnets

Magnet Sales Co.  
Room 28  
#657 S. Vermont  
Los Angeles 7, California

Small permanent magnets 1/8" x 3/8" x 7/8" with a 12-ounce pull. Four units for \$1.00.

38. Video Graph Presentation Boards

Florez, Inc.  
815 Bates Street  
Detroit 26, Michigan

Aluminum easels, \$49.50; flannel chart page, \$8.50; desk top easel, \$24.50; fold-a-board, \$25.00; pivot-board, \$98.50.

39. Chalkboard Faint

Sherwin-Williams Stores

Green chalkboard slating for making chalkboards from tempered masonite, etc. About 55 cents a half pint.

40. Fluorescent Chalk

The American Crayon Co.  
Sandusky, Ohio

Fluorescent chalk that shines in ordinary and black light. Comes in 1" x 1" x 3" squares of red, orange, yellow, green, violet, and blue. 90 cents a stick or assortment of 6 colors for \$5.25.

Art

41. Lettering Set

Varigraph Co., Inc.  
Madison, Wisconsin

Lettering guide with templates for various styles of lettering; width and height of letters can be varied by adjusting machine. \$100.00.

42. Stick-On Letters

Artype, Inc.  
542 West Randolph  
Chicago 6, Illinois

Pressure-sensitive letters and numbers in variety of styles and sizes. Ten inch by 14 inch sheets, \$1.00 each.

43. Dry Mount Press

Seal, Inc.  
Shelton, Connecticut

Foto-flat Jr. dry-mount press, 8" x 10" platen size, permits mounting up to 16" x 20" material. Automatic signal light. About \$55.00.

44. Crane Scriber

Crane Craft  
Box 76  
Mamaroneck, New York

Six-in-one drawing instrument with plastic attachment to transfer 18-inch ruler into 3-foot beam compass, 18-inch caliber and adjustable T square. Also makes up to 3-foot elliptical layouts. \$5.95.

45. Double-Coated Masking Tape

Minnesota Mining and Manufacturing Co.  
900 Fauquier Ave.  
St. Paul 6, Minnesota

No. 400 3/4" width in 36-yd. roll, \$2.18  
" " 1" " " " , \$2.72  
M71 Tape dispenser, above \$11.95.

46. Krylon

Krylon, Inc.  
2038 Washington Ave.  
Philadelphia 46, Pennsylvania

12-ounce container of clear plastic, workable fixative, colors and dulling spray. \$1.95.



Photography

47. Color Film Processing

Pilot Productions, Inc.  
6419 N. California  
Chicago 45, Illinois

Animation, color prints, color film, and transparency duplicating.  
Write for price schedule.

48. Negative File Envelopes

Burke and James, Inc.  
321 S. Wabash Ave.  
Chicago 4, Illinois

Clear acetate envelopes with pencil reference marker. For 2 1/4 x 3 1/4 negatives, \$12.50 per thousand; for 4 x 5 negatives, \$17.90 per thousand.

49. Slide Cabinets

Multiplex Display Fixture Co.  
910-920 North Tenth Street  
St. Louis 1, Missouri

Storage cabinets with vertical display racks that, when pulled out, permit a view of all slides. Table and floor models from \$120.00 up.

50. Slide Album

Burke and James, Inc.  
32 South Wabash Ave.  
Chicago 4, Illinois

Album inserts for loose-leaf notebook, hold 12 slides, normal light reflects through slides to make choices, finger slots for quick removal. 35 cents each.

51. Photo Murals

Foto-Krafters, Inc.  
132-134 E. Jackson St.  
Shelbyville, Indiana

Photo enlargements, translites, and murals in black and white, sepia and hand tinted. Prices for mounted enlargements are:

24" x 36" B & W, \$5.85      Color, \$12.00

36" x 48"      "      10.80      "      , 19.70

48" x 96"      "      30.95      "      , 55.20

Giant blowups run \$1.20 per square foot in B & W.

52. Panascope

Optics, Inc.  
3109 E. Thompson St.  
Philadelphia 34, Pennsylvania



Portable rear projection screen in metal case, has plastic 12" x 16" screen, gives three-dimensional picture in regular light, has tripod mount. \$20.00.

53. Continuous Slide Projector

Picture Recording Company  
Oconomowoc, Wisconsin

Picture-vision model 99C holds 12 slides, push button activates one complete cycle shuts off automatically. Other models hold 16 slides and push buttons advance one slide at a time, 750-watt, 8" x 12" screen size. \$147.50.

54. Continuous Slide Projector

Tel-A- Story  
523 Main Street  
Davenport, Iowa

Projects twelve 2" x 2" slides continuously at six-second intervals on a 156-square-inch picture area. \$149.50.

Miscellaneous

55. Folding Aluminum Table

American Wholesale Co.  
222 West Monroe Street  
Chicago 6, Illinois

Folding aluminum tables with tempered masonite tops in green, yellow, and red. Tables are 30" high and fold to half length and 3 1/2" thickness, 24" x 60", \$12.95; 30" x 72", \$18.95.

56. Battery Tape Recorder

Amplifier Corporation of America  
398 Broadway  
New York 13, New York

Magnetite Model 6-10B records and plays back 100 hours from self-contained dry batteries. \$225.00 net.

57. Continuous Tape Announcer

Amplifier Corporation of America  
398 Broadway  
New York 13, New York

Continuous-play magnetic tape announcer, "Magne-loop Jr.," records and broadcasts six or twelve minute messages, complete with 5" speaker. \$84.75 net.

58. Continuous Film Magazine

Television Associates, Inc.  
East Michigan Street  
Michigan City, Indiana

Film magazine holds 200-foot reels of 16 mm. films, mounts on any standard projector. With adaptor, \$22.00.





